

[1958]

Strawberry Plants

Arkansas Grown

First Year from
UNIVERSITY OF ARKANSAS

Registered
Foundation Stock
Virus Free—Disease Free



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★ APR 3 1958 ★

U. S. Department of Agriculture

Certified

Blue Tag

Blakemore - Florida "90"

Grown in Isolated Fields

Less than 1000 \$ 250 per 100 P. P.
1000 or Over \$ 950 Per 1000 F. O. B.

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UNVERRICHT & SCOTT

Augusta, Arkansas

STATE INSPECTED: Grown from VIR

TENNESSEE BEAUTY—

Very productive mid-season variety with exceptionally good shipping and processing qualities. Berries are of large size and excellent flavor. Highly recommended for commercial and home planting.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 8.00 Per 1000 F. O. B.

DIXIELAND—

New early variety. Ripens about with Blakemore. Berries average larger than Blakemore and higher yields per acre. Makes a good fruiting row. Good shipping and processing berry.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 8.00 Per 1000 F. O. B.

ARMORE—

Late variety from Missouri. Has good flavor, large size and is a good shipping berry. Fruits over long period of time.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 8.00 Per 1000 F. O. B.

MASSEY—

Mid-season. Large, firm and high quality berries. Very pretty.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 8.00 Per 1000 F. O. B.

CATSKILL—

Large berries holding size well till end of season. Fairly firm, good quality and color. A week or two later than Blakemore.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 10.00 Per 1000 F. O. B.

DUNLAP—

Old favorite of Mid- and Northwest. Glossy red and sweet. Excellent for eating fresh, canning, preserving and freezing. Early.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 7.00 Per 1000 F. O. B.

ALBRITTON—

New early variety. Large firm berries of high quality. Light red color.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 10.00 Per 1000 F. O. B.

FLORIDA "90"—

A new berry for the deep South. Large, red clear through. Good shipper. Heavy producer.

Less than 1000 \$ 2.00 per 100 P. P.
1000 or Over \$ 7.00 Per 1000 F. O. B.

IRUS FREE - DISEASE FREE Stock

TENNESSEAN—

High yields if plants well spaced in bed. Very attractive light red color, excellent quality. Properly grown is better than Blakemore in both size and yield.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....8.00..... Per 1000 F. O. B.

POCAHONTAS—

New variety, about a week later than Blakemore. Produces high yields. Good shipper and accepted by most processors. Bright red, large berries of good flavor.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....10.00..... Per 1000 F. O. B.

PREMIER: (Howard)—

Early. Old favorite variety. Called "frost proof" because blooms are protected by leaves. Very productive, good quality and color.

Less than 1000 \$..... per 100 P. P.
1000 or Over \$..... Per 1000 F. O. B.

EMPIRE—

The appearance of the plants is excellent, with healthy dark green foliage, and quite productive of medium sized plants. Good in the Premier section.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....12.00..... Per 1000 F. O. B.

MISSIONARY—

Early variety. Berries dark red and good flavor. Medium size fruit. Good shipper.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....7.00..... Per 1000 F. O. B.

BELMAR—

Good early variety. Beautiful deep red berries of good flavor. Good for home use. Heavy producer.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....7.00..... Per 1000 F. O. B.

ROBINSON—

Mid-season to late. Large bright red berries. Too soft for distant shipping but good for local market.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....10.00..... Per 1000 F. O. B.

KLONMORE—

Early. Does best in Louisiana and Southern Coastal Plain to South Carolina. Medium size. Good shipper of high quality.

Less than 1000 \$.....2.00..... per 100 P. P.
1000 or Over \$.....7.00..... Per 1000 F. O. B.

Growing Strawberries

Strawberries will grow on a wide variety of soil types. They are best adapted to the light, more easily worked soils, where the humus content is high. Good drainage important, since the strawberry plant is easily damaged by excess water that does not drain off quickly.

Preparation of the land for planting strawberries should be complete and thorough.

Fertilizer applications must be made early in the year. Applications later than recommended may result in excess foliage growth, which may lead to losses from rotting fruit during rainy harvest periods. Too much fertilizer also may result in excess growth, even though it is applied early.

On soils that are moderately to strongly acid, the addition of ground limestone before plants are set will be of considerable help. Lower yields can be expected where the soil reaction is less than pH 6.0. The most favorable soil reaction occurs between a pH 6.5 and 7.0.

As a general rule, strawberry plants should be set out as early in the spring as weather permits.

Plants are set just deep enough to allow the crown to be level with the ground. If the crown is covered with soil, the plant may die or grow very slowly. The same thing happens to plants not set deep enough. The roots should be spread out and the soil firmed thoroughly about them as the plant is set in the ground.

Frequent shallow cultivations are recommended. Deep cultivations may destroy many of the feeder roots and prevent the development of a good bed. During the hot summer months, it will be necessary to conserve as much moisture as possible. Light cultivation after each rain during the summer will help maintain a soil mulch for the surface. Frequent hoeings will keep the weeds and grass out of the row.

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Green Tag

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UNVERRICHT & SCOTT
Augusta, Arkansas

BLAKEMORE

Blakemore has long been the commercial strawberry of much of the United States. In fact there are probably more acres of this variety than any other strawberry. Only by outstanding qualities could a variety reach such wide acceptance.

One of the reasons for success is its dependability as a plant maker; it grows well in most soil types and will withstand drought and other unfavorable conditions. Blakemore is one of the very early varieties and can be depended upon to produce a good crop every year. Berries are light, bright red with a noticeable neck that allows easy capping. Firmness of the berries and the bright color of frozen and preserved products makes Blakemore a favorite commercial variety.

Everbearing Varieties

STATE INSPECTED.

GROWN FROM VIRUS FREE

DISEASE FREE STOCK.

20th CENTURY—

Top producer of honey-sweet berries. Bears fruit 60 days after planting. Bears until heavy frosts in the fall. Excellent fresh or frozen.

Less than 1000 \$ 3.00 per 100 P. P.
1000 or Over \$ Per 1000 F. O. B.

GEM—

One of the most widely planted everbearing varieties. Adapted to a wider range of soil and climates than most everbearers. Good plant maker. Produces large, high quality berries.

Less than 1000 \$ 3.00 per 100 P. P.
1000 or Over \$ Per 1000 F. O. B.

SUPERFECTION—

Makes plants freely. Berries firm, large and red to the center. Has mellow flavor, good to eat fresh. Good for jams, jellies and preserves as well as being a good freezer. Heavy producer.

Less than 1000 \$ per 100 P. P.
1000 or Over \$ Per 1000 F. O. B.

STREAMLINER—

Rich red color throughout. Excellent for eating fresh, canning or freezing. Large berries and makes a good fruiting now.

Less than 1000 \$ 3.00 per 100 P. P.
1000 or Over \$ Per 1000 F. O. B.

